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FISH AND RICHARDSON

P. 4
004

Attorney's Docket No.: SD-CARMI-SCH051006-1-sxg

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Chris Carmichael, et al. Art Unit : Unknown
Serial No.: 09/638,304 Examiner : Unknown
Filed : August 14, 2000
Title : SYSTEMS AND METHODS FOR IMMERSIVE ADVERTISING

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REVOCATION AND NEW POWER OF ATTORNEY

Under 37 CFR 53.73(b) INTERNATIONAL APPAREL GROUP, LLC, certifies that it is the assignee of 100% of the right, title and interest in the patent application identified above by virtue of:

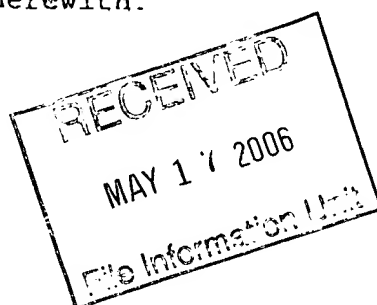
The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned, whose title is supplied below, is empowered to act on behalf of the assignee.

The undersigned, acting on behalf of the assignee, hereby revokes all powers of attorney previously granted in the application and appoints:

Scott C. Harris
Reg. No. 32,030
FISH & RICHARDSON P.C.
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San Diego, California 92130

with full power of substitution and revocation, to prosecute the application and to transact all business in the United States Patent and Trademark Office connected therewith.



May 13 06 04:04p

05/12/2006 16:32 FAX 858678509

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P. 5
0005

Attorney's Docket No.: SD-CARMI-SCH051006-1-sxy

All correspondence regarding the application should be sent
to:

PTO Customer Number: 20985

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Respectfully submitted,

Date: 5/12/06
CHRIS CARMICHAELTitle: President MANAGING MEMBER

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